

Format for Recording Conference Sessions

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Session Name and Time: Model for Customer Responsiveness, 12/10-11am

Featured Speaker: Ms. Toni Lenane and Ms Jean Venable, Social Security Admin.(SSA)
Moderator: M. Binder, EPA/OIG.

Presentation Summary:

- o This is a summary of SSA's Market Measurement Program.
- o How SSA's market measurement program gets the right information from right people in the right way.
- o How best to obtain stakeholders, customers and workforce opinions and use them to support planning and implement change - what works for SSA.
- o Putting the systems in place, creating accountability, making improvements that customers and staff value.

Important Ideas from the Discussion:

- o This is SSA's Market Management Program; in EPA we would call it our Customer Service Program.
- o This is called the TLC Program, (Not Tender, Loving, Care); but the Talking and Listening to the Customer Program.
- o In SSA a customer is anyone who is looking for something, some help, or information from them

- etc.

- o You should encourage and recognize complements as well as complaints in your systems.

- o Do focus groups on big issues every 2-3 years to see if you are improving and getting better or worse.

Key Questions of the Speaker:

Q: Are you getting both complaints and complements in your electronic systems?

A: Yes, both and SSA tries to deal with both.

Q: Are employees names entered into the system for complaints?

A: They are on the voice mail / interactive homepage when made by the customer; but they are not entered into the software system for tracking. Both employees and unions were concerned about this because they thought the information might get misused against the employee.

Q: How do you know if it is working:

A: Focus group on major issues every 2-3 years.

How can EPA use this information?

I think many AA's offices already have systems like this in place. If not, they could start one.

Where in EPA can this information be used?

Where ever they do not have a complaint tracking system.

Jack Stanton/202-564-6728.

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